

# Torrance Wants Your Business

Over 120 Retail Stores in Torrance Are Anxious to Fill Your Needs

**Come Friday or Saturday  
Extra Values Offered  
At Torrance Stores**

Many people living a few miles from Torrance are not aware of the wide diversity of stores located in Torrance. They are driving a greater distance to obtain merchandise and services that they could more easily secure in Torrance.

Things are moving in Torrance. New factories are going up and everywhere you will see houses and other buildings being built. You will want to get better acquainted with Torrance and share its prosperity. Friday and Saturday will be a good time to come and look around. The long list of WEEK-END BARGAINS printed in this issue will warrant your close inspection.

## ROUND TRIP BUS FARES

Save the REFUND COUPONS You Get From the Bus Drivers AND TURN THEM IN AS CASH AT ANY TORRANCE STORE

THINK OF IT--

## Hart Schaffner & Marx SPRING SUITS

\$32.50—\$35—\$37.50



See Our Window Display

New Spring Stetson Hats

Only by doing such a tremendous volume of business as Hart Schaffner & Marx, is it possible to sell Suits of such matchless materials and design at such unprecedented low prices.

**The Big Spring Line Is Now In Torrance**

All the New Greys, Browns, Tans, and Blues—an assortment much greater than we could carry in our old store. Buy now, while selections are at their best.

**TORRANCE TOGGERY**

1325 Sartori Avenue—Next Door to First National Bank

## Free Help and Plans

To Our Customers

Over 180 photographs and floor plans of ideal homes in Southern California. Actual built homes with accurate costs—NOT estimates.

Let Us Help You

## Haynes Lumber Co.

1752 Border Ave. Torrance Phone 61

## Torrance Brick Company

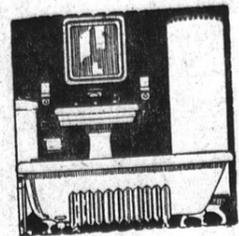
Tapestry Shirvan Face Select Common Common

Manufacturers of Wire Cut Brick

Plaza Del Amo and Border Avenue Torrance, California

"Everlasting Materials"

## Plumbing That Pleases



If you're planning a new home or building, let us help you with your plumbing. Plumbing is changing rapidly, new and better ideas are constantly being developed, and we are keeping awake to them so we can help you.

## Torrance Plumbing Co.

F. L. PARKS, Proprietor  
Opposite P. O. 1418 Marcelina Ave. Phone 60-W

## W. R. Offerman

PLUMBING AND HEATING

1748 Martina Ave. Torrance

## TORRANCE ELECTRIC CO.

Electrical Contracting Fixtures—Appliances Wiring Supplies

1409 Marcelina Ave. Phone 198-W Torrance

All Kinds of Jobbing Work Phone Torrance 54-R

## W. L. REEVE

General Contractor and Builder

Residences and Business Blocks 2108 Gramercy St., Torrance, Cal.

For Space

on This

Page

Phone

Torrance 200

## Building Material Headquarters

LUMBER

HARDWARE

PAINTS

Lime—Cement—Plaster  
Lowest Manufacturers' Prices  
"From Tree to Consumer"

## CONSOLIDATED Lumber Co.

Chas. V. Jones, Mgr. Torrance Branch  
1820 213th St. Torrance Phone 129

## Build and Live in Torrance

These Progressive Firms Will Help You Build and Finance a Home in Torrance



By JOHN L. DE LARIO Architect

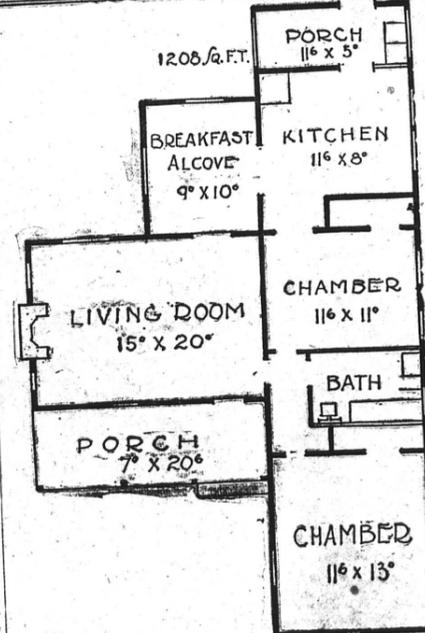
Architecture is defined by Webster as the art or science of building, especially for the purposes of civil life. Michelangelo, perhaps the world's greatest architect, said that of all architecture landscape architecture was the greatest.

All of California was landscaped by the Great Architect, and the present-day architect's duty is to fit his structure or dwelling into the natural landscaping of the Golden State in a way which is architecturally beautiful, comfortable, convenient and livable.

The gingerbread and curlicues of the architecture of the 90's has disappeared, and today the members of the architectural profession are striving for simplicity and comfort in order that beauty shall be paramount.

The most interesting architectural problems of today in Southern California are in the hills. Here every home presents a new and individual problem, and the architect must study carefully the homesite before he plans a home. It is so easy to make the mistake of planning and building a home suitable for flat ground and then building it in the hills—while, as a matter of fact, it is so much more effective to design a hillside home following the contours of the homesite and then dress it up with beautiful landscaping, terraces, natural-stone walls, and hillside gardens.

Extreme care must be taken in the designing of hillside homes in order that the beauty of the site may be preserved and yet the floor plan be so worked out as to insure the utmost convenience in the interior arrangement. The Spanish



architecture of the hills lends its charm to beautiful interior decoration, and homes desired with varying floor levels have proved to be most interesting in their interior arrangements.

The climate, the view, and the quiet of the hills make these homes veritable estates, and yet it is possible to build in the hills at no greater cost than on level ground, if the architect studies his problem carefully and takes advantage of his opportunities to save by designing the house to fit the site.

Restrictions Helpful  
I do not need to dwell on the advantage of an architectural committee. Every architect of standing welcomes this practice in subdivisions. It will be the salvation of Southern California if all developers follow the lead of Palos Verdes and others, where architectural rather than monetary restrictions govern the type of homes in the property.

Carpenter Contractor Builder Designer

## DICK MEEUWIG

1324 Sartori Ave. Phone 174

Torrance, Calif. P. O. Box 504

## Torrance Wallpaper and Paint Company

1420 Marcelina Ave. Torrance, Calif. Phone 71-R Res. 120-W

E. N. Tomkins, Prop.

Painting, Tinting, Decorating and Paperhanging Estimates Furnished

## HENRY HANSEN

General Contractor

"Sixth Year in Torrance"

2063 Carson St. Phone 59-W Torrance

## John Holm

Contractor and Builder

Torrance Office 1418 Marcelina Phone 60-W

Residence 2950 Redondo Blvd. Lomita, California

## EVANS AND CLARK

Cement Contractors

Growing With Torrance Since 1922

2064 220th St. Phone 89-J Torrance

## Industrial Housing Corporation

BUILDERS AND CONTRACTORS

of Artistic Moderate Priced

## HOMES

We Will Build and Finance A Home to Your Individual Taste

We Also Have Several Attractive New Homes Nearly Completed To Be Sold on Easy Terms

OFFICES: Dominguez Land Company Bldg. Opposite P. E. Depot Phone 5